

Message Text

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ACTION EUR-12

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FM AMEMBASSY STOCKHOLM
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AMEMBASSY COPENHAGEN
AMEMBASSY OSLO
AMCONSUL GOTEBOG

UNCLAS STOCKHOLM 6862

E.O. 11652: N/A
TAGS: BEXP, SW, DA, NO
SUBJECT: MARKET RESEARCH: GMR ELECTRONIC PRODUCTION/TEST
INSTRUMENTATION AND COMPONENTS: SWEDEN, DENMARK, NORWAY

REF: STATE A-4989

1. BIDS FOR ELECTRONICS GMR WERE DISCUSSED WITH FOUR SWEDISH FIRMS. NORMAN PARSONS OF SMI DECLINED TO BID. CLAES REHNVALLOF MARKNADS SYSTEM AB STATED BID WOULD HAVE TO BE IN \$7000-8000 RANGE FOR THIS SIZE STUDY, BUT IN THE END DID NOT SUBMIT WRITTEN BID.

2. GEORG WISTROM OF GIDLOF STEINER WISTROM AB (NOTE NAME CHANGE FOR FIRM) BID \$9600 FOR STUDY ON SWEDEN. COLLEAGUE KASPAR VILSTRUP RESEARCH IN COPENHAGEN WOULD ALSO BE INTERESTED IN CONDUCTING STUDY ON DENMARK FOR DKR 72,500 (SWKR 52,000 OR \$12,381); THERE WOULD BE MINIMAL COORDINATION OF TWO STUDIES. WISTROM CONDUCTED USDOC HIGH PERFORMANCE MATERIALS MARKET RESEARCH IN 1976

3. MIKAEL BRENNING OF AB KONSULTERNA BID SWKR 16,000 (APPROX \$3810) FOR STUDY ON SWEDEN; 40 INTERVIEWS PLANNED. RESEARCH WOULD BUILD ON PRODUCTION/TEST EQUIPMENT TARGET RESEARCH COMPLETED FOR USDOC IN AUGUST 1976. KONSULTERNA HAS PREVIOUSLY CONDUCTED POLLUTION CONTROL EQUIPMENT (1974). LABORATORY INSTRUMENTS (1975) AND GRAPHIC INDUSTRIES (1976) RESEARCH ON SWEDEN FOR U.S.; LATTER STUDY ALSO INCLUDES

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DENMARK AND FINLAND AND NOW NEARS COMPLETION.

4. KONSULTERNA PROPOSAL ALSO INCLUDES BIDS FOR DANISH STUDY, 50 INTERVIEWS, SWKR 20,000 (APPROX \$4762); AND FOR NORWEGIAN STUDY, 40 INTERVIEWS, SWKR 18,000 (APPROX \$4286) OR SWKR 20,000 BASED ON 50 INTERVIEWS. BID INCLUDED FOLLOWING COMMENTS: IF ONLY ONE OF DANISH/NORWEGIAN CONTRACTS AWARDED PRICE WOULD BE 5 PERCENT HIGHER (I.E. DENMARK \$5000 OR NORWAY \$4500); KONSULTERNA BELIEVES NORWEGIAN MARKET IS MORE CONCENTRATED AND LIMITED IN SCOPE SO THAT 40 INTERVIEWS WOULD BE ADEQUATE. ALL STUDIES WOULD BE CONDUCTED BY MIKAEL BRENNING AND LARS HOLMSTROM WITH RESEARCH ASSISTANCE FROM NEW ASSOCIATE KHLID HASHMI. KONSULTERNA PROPOSES MIDWAY AND FINAL REPORT DATES AS FOLLOWS: SWEDEN, FEB 10 AND MARCH 31; NORWAY, FEBR 24 AND APR 15; DENMARK, MARCH 16 AND APR 30.

5. COPIES OF BIDS BEING AIRMAILED TO MRD DEC 14. INFO COPIES HAVE BEEN FORWARDED TO EMBASSIES IN COPENHAGEN AND OSLO.

6. IN VIEW SUCCESSFUL HISTORY OF RESEARCH STUDIES FOR USDOC AT CONSISTENTLY LOW PRICES, OBVIOUSLY LOWER PRICE ON THIS STUDY, AND RECENT EXPERIENCE IN ELECTRONICS FIELD, STC RECOMMENDS STUDY ON SWEDISH MARKET BE PLACED WITH AB KONSULTERNA FOR SWKR 16,000. STC ALSO RECOMMENDS THAT FIRM'S BIDS ON DENMARK AND NORWAY BE FAVORABLY CONSIDERED AMONG OTHER BIDS.

SMITH

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